WE CLAIM:

1. A non-aqueous ink formulation comprising a polyisoprene derivative.

2. The ink formulation of Claim1 wherein the derivative has a weight average molecular weight between 10,000 and 40,000.

3. The ink formulation of Claim 2 wherein the derivative has a weight average molecular weight between 10,000 and 30,000.

4. The ink formulation of Claim 1 also containing one or more pigments and a high boiling petroleum.

5. The ink formulation of Claim 1 wherein the ink formulation is selected from the group consisting of heatset offset ink formulations, sheet-fed ink formulations and UV curable ink formulations.

6. The ink formulation of Claim 1 wherein the derivative is selected from the group consisting of degraded and built-up derivatives.

7. An additive for an ink formulation comprising a polyisoprene derivative and a solvent.

8. The additive of Claim 7 wherein the solvent is high boiling petroleum.

9. The additive of Claim 7 wherein the polyisoprene derivative has a weight average molecular weight between 10,000 and 40,000.

10. The additive of Claim 7 wherein the additive was selected from the group consisting of degraded and built-up derivatives.

11. A non-aqueous ink formulation comprising a polyisoprene derivative wherein the derivative makes up between 1 to 10% by weight of the ink formulation.

12. The formulation of Claim 11 wherein the derivative has a weight average molecular weight between 10,000 and 40,000.

13. A method of providing rheological properties to a non-aqueous ink formulation comprising:

a. preparing a non-aqueous ink formulation and

b. dispersing into such formulation a polyisoprene derivative.

14. The method of Claim 13 wherein the polyisoprene derivative has a weight average molecular weight between 10,000 and 40,000.